



# GEOGRAPHICAL INDICATIONS IN THE EUROPEAN UNION

Legal framework and protection strategies

Trier, 15-16 March 2012

## Objective

This conference will provide intellectual property law practitioners with an in-depth analysis of the legal framework applicable to geographical indications at international and at EU levels as well as on landmark judgments of the ECJ.

## Key topics

- International framework of protection for geographical indications
- Protection of geographical indications in the European Union
- Strategies in setting up geographical indications
- Relationship between geographical indications and trade marks
- Practices misleading the consumer and comparative advertising
- EU labelling rules applicable to geographical indications
- Impact of the "Quality package 2010" for geographical indications
- Modification of the Regulation on customs enforcement of IP rights (COM(2011) 285)

## Speakers

- **Luc Berlottier**, Deputy Head of Unit, DG Agriculture, European Commission, Brussels
- **Bernard O'Connor**, Partner, NCTM O'Connor, Milan/Brussels
- **Eric De Gryse**, Partner, Simont Braun, Brussels
- **Dr Gail Evans**, Reader in International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London
- **Benjamin Fontaine**, Attorney-at-law, Ernest Gutmann & Yves Plasseraud S.A.S., Alicante
- **Imre Gonda**, Deputy Head of Trade Mark and Design Department, Hungarian Intellectual Property Office, Budapest
- **Irina Kireeva**, Lawyer, NCTM O'Connor, Brussels
- **Dr Roland Knaak**, Head of Unit at the Max Planck Institute for Intellectual Property and Competition Law, Munich
- **Christof Pause**, Unit agriculture and viticulture, supervision and service management of Rhineland-Palatinate, Trier
- **Marie-Paule Rizo**, Head of Industrial Designs and Geographical Indications Law, Trademark and Design Law Division, WIPO, Geneva
- **Dr Volker Schoene**, Loschelder Rechtsanwälte, Bonn
- **Olivier Vrans**, ALTIUS, Brussels

## Who should attend?

Lawyers in private practice, in-house counsel, civil servants and other practitioners of law dealing with geographical indications, trade marks and industrial property.

## Languages

English, German (simultaneous interpretation)

## Conference venue

ERA Conference Centre, Metzger Allee 4, Trier, Germany



Thursday, 15 March 2012

---

08:45 Arrival and registration of participants

09:15 **Setting the scene**

I.

## **LEGAL FRAMEWORK AND IMPLICATIONS IN PRACTICE**

09:30 **The international legal framework for geographical indications: state of play and future developments**

*Marie-Paule Rizo*

Discussion

10:15 **The protection of geographical indications in the European Union: lessons learned and way forward**

*Volker Schoene*

Discussion

11:15 Coffee break

11:45 **Strategies in setting up geographical indications**

choosing the name, defining the product, outlining specifications, protection through other IP rights, geographical area, creating consortia

*Bernard O'Connor*

Discussion

12:15 **Case law on generic names and homonyms**

*Benjamin Fontaine*

Discussion

13:15 Lunch

II.

## **RELATIONSHIP BETWEEN TRADE MARKS AND GEOGRAPHICAL INDICATIONS**

14:30 **When can a geographical name be registered as a trademark?**

*Gail E. Evans*

Discussion

15:30 Coffee break

16:00 **Earlier trade marks versus geographical indications**

*Roland Knaak*

Discussion

17:00 **Practical recommendations on registering a geographical indication as a collective mark**

*Imre Gonda*

Discussion

18:00 End of the first day

20:00 Dinner

Friday, 16 March 2012

---

III.

**ENFORCEMENT OF RIGHTS**

09:00 **How to define exploitation of reputation, misuse, imitation, evocation and practices liable to mislead the consumer?**

*Eric de Gryse*

Discussion

10:00 **Impact of recent legislative initiatives and cases from the ECJ in the field of counterfeiting**

*Olivier Vrins*

Discussion

10:45 Coffee break

IV.

**MARKETING STANDARDS AND CERTIFICATION SCHEMES**

11:15 **Round table: Compliance with EU rules on labelling of geographical indications:**

- Agriculture products
- Wine

*Irina Kireeva, Luc Berlottier, Christof Pause*

Discussion

12:15 **Update on the European Commission's Quality Package 2010**

*Luc Berlottier*

Discussion

13:15 End of conference

---

Programme may be subject to amendment

For programme updates and online registration: [www.era.int/?122734&en](http://www.era.int/?122734&en)

## Contact

**Florence Hartmann-Vareilles**  
Head of Section  
European Business Law  
Tel. +49 651 93737-201  
Fax +49 651 93737-773  
E-mail [fhartmann@era.int](mailto:fhartmann@era.int)



# Registration form



## GEOGRAPHICAL INDICATIONS IN THE EUROPEAN UNION: LEGAL FRAMEWORK AND PROTECTION STRATEGIES

Event no.: **212D50/ue**

Trier, 15-16 March 2012

ERA • Postfach 1640 • D-54206 Trier

**Online registration:**  
www.era.int/?122734&en

**To register by fax:**  
+49 651-93737-773

**To register by post:**  
ERA, Postfach 1640, D-54206 Trier

### PLEASE USE BLOCK CAPITALS

- Please update my address (see below)     My address (above) is correct     Please delete my address

I would like to register for the ERA event "Geographical Indications in the European Union" on 15-16 March 2012:

Title    Ms  Mr  Other  \_\_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Company \_\_\_\_\_ Department/Position \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Street \_\_\_\_\_

Postcode/City \_\_\_\_\_ Country \_\_\_\_\_

- Background documentation:** I would like online access to the background documentation one week before the event.
- Participation certificate:** Please provide me with a participation certificate.
- Evening programme:** I shall attend the function on 15 March 2012 (at no extra charge).

**Preferred language:**     English     German

Fees (see para. 8 terms & conditions)	Standard	EU & ERA patrons	Young lawyers and other groups
Registration before 15 February 2012	<input type="checkbox"/> € 711.00	<input type="checkbox"/> € 426.60	<input type="checkbox"/> € 533.25
Registration after 15 February 2012	<input type="checkbox"/> € 790.00	<input type="checkbox"/> € 474.00	<input type="checkbox"/> € 592.50

### Method of payment

Credit card number: \_\_\_\_\_

Cardholder name: \_\_\_\_\_ Expiry: \_\_\_\_\_

**Cheque**    Cheque number: \_\_\_\_\_

- Bank transfer**    I will transfer the registration fee to ERA's account at Deutsche Bundesbank Saarbrücken:  
IBAN: DE145900 00 00 58501900 – BIC: MARKDEF1590  
(Within Germany) Account No.: 585 01 900 – BLZ: 590 00 000

**Please state your name and the event number on the bank transfer.**

Travel	Accommodation at special ERA rates	
Shuttle services from the airports of Luxembourg (30 minutes) and Frankfurt Hahn (50 minutes) to the ERA Conference Centre can be booked at special rates at: <a href="http://www.taxi-franken.de/era">www.taxi-franken.de/era</a>	<b>Arcadia Hotel Trier, from € 89</b> <a href="http://www.arcadia-hotellerie.com/">www.arcadia-hotellerie.com/</a> / +49 (0)651-9377-0	Contact the hotel directly to make your reservation (see para. 16 terms and conditions).
Special rates with Deutsche Bahn: <a href="http://www.kongresse-trier.de/kooperationen.php">www.kongresse-trier.de/kooperationen.php</a>	<b>Villa Hügel Trier, from € 96</b> <a href="http://www.hotel-villa-huegel.de/">www.hotel-villa-huegel.de/</a> +49 (0)651-93710-0	Please indicate the event that you will attend.
	<b>Park Plaza Trier, from € 95</b> <a href="http://www.parkplaza-trier.de/">www.parkplaza-trier.de/</a> +49 (0)651-9993-0	

I confirm my registration and accept the general terms and conditions ([www.era.int/legalnotice](http://www.era.int/legalnotice)).

Place, Date

Signature